Dollar General Store opens Thursday

Discount department stores in Mineral Wells will get a run for their money when the new Dollar General Store opens, according to Dollar General Chairman and CEO Cal Turner, Jr.

"Managers of other discount stores get nervous when we open a Dollar General Store nearby," Turner says. "They know they can't beat our prices, and they know a lot of their more careful customers who keep track of prices will check out our new store, just out of curiosity. That's all we need. The second time they come back, they're Dollar General customers."

Turner admits the stores are not for everyone, though.

"We don't spend money on chrome and glass fixtures or expensive signs and lights," Turner explains. "Our stores are plain, and for some people that's a problem. But Dollar General customers could care less about that. They'd rather save money than pay extra to support our overhead."

Turner understands his customers well, an understanding that has helped him lead Dollar General during an era of extraordinary growth. Through an aggressive new store development program, the company has increased its size from 1,300 stores in 1989 to its current 2,300 plus stores located in 24 states, and it continues to open an average of 30 new stores monthly. For the fiscal 1994, the company posted annual sales of $1.4 billion.

Dollar General Corporation is headquartered in Nashville, TN, with administrative offices and a distribution center in Scottsville, KY. The company also has distribution centers in Homerville, GA and Ardmore, OK.

"We've come a long way my father, Cal Turner, Sr., started the Company in 1939 in Scottsville, KY," Turner said. "Travelers who stop in Scottsville are amazed that a aompany as large as Dollar General works out of such a small town, but after we show them around, they understand perfectly." Turner attributes much of his company's success to its small town roots. "Small towns are the heart of America," he noted.

Turner added that for many years Dollar General operated only in small towns. Dollar General Stores were located in communities of less than 25,000. But now the company has stores in many major cities as well. Even Dollar General's big city stores retain a "small town feel."

Very few items in Dollar General store cost more than $25 and 90 percent of the merchandise is priced under $10. "We carry the basics," Turner explained, "household items, cleaning supplies, health and beauty aids, clothing, shoes ... things every home and family needs. The expensive stuff we leave to more expensive stores."

Dollar General also realizes the value of its employees. Through the company's Teamshare program, every employee has the opportunity to earn a cash bonus based on the company's performance.

As part of their service to the community, all Dollar General Stores serve as the place where anyone can go to find out where to learn to read; where to take GED classes and the GED test; or where he/she can sign up to become a tutor. In-store customer brochures feature a perforated reply card, pre-addressed and pre-stamped to the Dollar General offices in Scottsville. Spaces are provided for customers to indicate their need or area of interest. Upon receiving the cards, Dollar General distributes the referrals to the appropriate adult education office in each state. To date, more than 30,000 people have responded.

Approximately five to eight persons will be employed at the 7,500 square-foot store. The new Dollar General Store grand opening is scheduled for Oct. 5, 1995, at 201 First Ave. Hours are from 9 a.m. to 7 p.m., Monday through Saturday, and from 12 to 6 p.m. on Sunday.

27,000 clubs worldwide.

Governor Janet has served as president of the Mineral Wells Rotary Club, has been the president of the International Skiing Rotarians, has maintained perfect attendance since becoming a Rotarian. She is married to Mike Holland, and has a son, Daniel, and a daughter, Michele. She serves 61 chartered clubs and two provisional clubs in North Central Texas bounded by Arlington, Lewisville, The Colony and Gainsville on the east, the Red River on the North, a line from Quannah to Abilene on the West, and a line from Coleman, Brownwood,

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